

CLAIMS:**1-25. (Canceled)**

26. (Original) A radio system for a vehicle to provide broadcasted radio programming and advertising content to an occupant of a vehicle, comprising:

a vehicle radio having an input for receiving audio data and at least one output for providing audio signals representative of the received audio data;

a radio broadcast receiver having an antenna for receiving two or more radio broadcast streams, with a first one of the radio broadcast streams including radio advertisements and a second one of the radio broadcast streams including audio content that contains intermittent advertising slots each identified by a marker contained with that broadcast stream, the radio broadcast receiver being coupled to the input of the vehicle radio to provide the vehicle radio with the received audio content; and

an advertising control unit connected to said radio broadcast receiver to receive at least some of the radio advertisements contained in the first radio broadcast stream, said advertising control unit including a recording device which stores radio advertisements received from said radio broadcast receiver;

wherein, upon receipt of one of the markers contained within the second broadcast stream, said advertising control unit is operable to access one of the stored radio advertisements, with the accessed radio advertisement being inserted into the advertising slot identified by the received marker so that the accessed radio advertising is included within the audio content sent to the input of the vehicle radio.

27. (Previously Presented) The radio system as defined in claim 26, wherein the vehicle radio and radio broadcast receiver are integrated together as a single unit.

28. (Previously Presented) The radio system as defined in claim 26, wherein the vehicle radio, radio broadcast receiver, and advertising control unit are integrated together as a single unit.

29. **(Previously Presented)** The radio system as defined in claim 26, wherein said recording device comprises a digital storage device.

30. **(Previously Presented)** The radio system as defined in claim 26, wherein said digital storage device comprises random access memory.

31. **(Previously Presented)** The radio system as defined in claim 26, wherein the radio broadcast receiver is connected to the input of the vehicle radio and wherein the advertising control unit is operable to supply the accessed radio advertisement to the radio broadcast receiver for insertion into the audio content by the radio broadcast receiver.

32. **(Previously Presented)** The radio system as defined in claim 31, wherein said radio broadcast receiver is operable to provide the markers to said advertising control unit, and said advertising control unit is operable in response to receiving one of the markers to access one of the radio advertisements and supply the accessed radio advertisement to the radio broadcast receiver.

33. **(Previously Presented)** The radio system as defined in claim 26, wherein the radio broadcast receiver is coupled to the input of the vehicle radio by the advertising control unit such that the first and second radio broadcast streams are sent by the radio broadcast receiver to the advertising control unit, and wherein the advertising control unit is operable to store on the recording device at least some of the radio advertisements contained in the first radio broadcast stream, and is further operable to monitor the second radio broadcast stream for the markers and to insert the accessed radio advertisement into one of the advertising slots following receipt of the marker that identifies that advertising slot.

34. **(Previously Presented)** The radio system as defined in claim 26, wherein said advertising control unit is operable to select one or more of the received radio advertisements using advertisement data that accompanies each of the radio advertisements received by the radio broadcast receiver.

35. **(Previously Presented)** The radio system as defined in claim 34, wherein said advertising control unit is operable to store the selected radio advertisements on said recording device.

36. **(Previously Presented)** The radio system as defined in claim 34, wherein the advertisement data contains selection data used by the advertising control unit to select among the received radio advertisements.

37. **(Previously Presented)** The radio system as defined in claim 36, wherein the selection data includes primary selection data and secondary selection data and wherein said advertising control unit is operable to select and store certain ones of the different radio advertisements using the primary selection data, and is further operable to select one of the stored radio advertisements using the secondary selection data and to then access that stored radio advertisement for insertion into the audio content sent to the input of the vehicle radio.

38. **(Previously Presented)** The radio system as defined in claim 37, wherein the advertising control unit is operable to store each of the secondary selection data with its associated radio advertisement in the recording device.

39. **(Previously Presented)** The radio system as defined in claim 34, wherein said advertising control unit contains stored vehicle data and is operable to select one or more of the received radio advertisements using the advertisement data and the stored vehicle data.

40. **(Previously Presented)** The radio system as defined in claim 34, wherein said advertising control unit contains stored user data and is operable to select one or more of the received radio advertisements using the advertisement data and the stored user data.

41. **(Previously Presented)** The radio system as defined in claim 40, further comprising a vehicle communications device connected to said advertising control unit to provide said advertising control unit with the user data.

42. **(Previously Presented)** The radio system as defined in claim 34, further comprising a vehicle communications device operable to transmit identification data received from the first radio broadcast stream that uniquely identifies the accessed radio advertisement from among the other radio advertisements.

43-45. **(Canceled)**